

# LAMP POST

December 2011

## LEARN ABOUT MOVIE POSTERS

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## THE FUTURE APPEARS BRIGHT FOR THE MOVIE POSTER COLLECTING INDUSTRY

Here it is, we've made it to the end of another year. While the hobby is going through a lot of changes and growing pains, it is still alive and kicking (sort of like us!!).

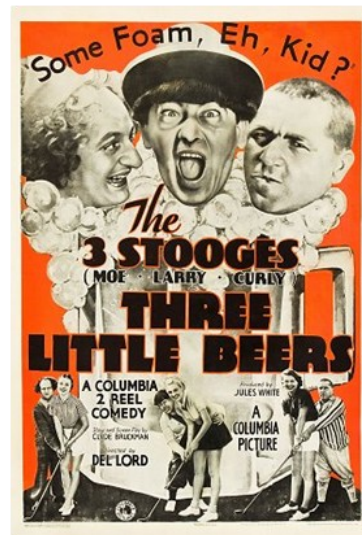
A lot of progress has been made this year in numerous areas but there is such a tremendous amount that still needs to be done. But, instead of dwelling on the problems, let's look at some recent activity.

Most of you know that we try to track auction results above \$5,000. So, we wanted to highlight some great recent results.

Just since November, Bruce at eMovieposter.com has hit the mark six times with the top poster being the 1936 one sheet for **Things to Come**, bringing \$27,000.



Just since November, Grey at Heritage Auctions has hit the mark 29 times with the top poster being the 1935 one sheet for the 3 stooges short **3 Little Beers** bringing \$59,750.



Thirty five additions just in the past two months sounds pretty healthy to me. As we go into the new year, we're looking forward to making more advancements, documenting more questionable territory and making the hobby more enjoyable for everyone.

# Have a Happy and Safe Holiday Season

## **The Three Stooges In Three Little Beers Movie Poster Brings \$59,750 To Lead \$1.6 Million Heritage Movie Poster Auction**

Comedy was definitely king in Heritage Auctions' Nov. 18-19 [Vintage Movie Posters Signature® Auction](#), as [a one sheet movie poster for \*The Three Stooges in Three Little Beers\*](#) (Columbia, 1935) brought \$59,750 to lead the auction, which realized \$1.6 million total.

"The Stooges are as popular as ever," said Grey Smith, Director of Movie Posters at Heritage. "This is a very good result on a simply superb poster. I have to think that Moe, Larry and Curly would all be thrilled to see how beloved they are almost 80 years after they made this movie."

More than 1,300 bidders competed for the 1,472 lots in the auction, translating into a 91.8% sell-through rate by total value.

"We saw solid bidding across the board," said Smith. "All genres performed well and many posters went for several times their pre-auction estimates, which is always a pleasant surprise."

Chief among those pleasant surprises was a [one sheet for \*Anna Christie\*](#) (MGM, 1930), Greta Garbo's most famous role, and her inaugural sound film, which brought \$38,838 against a pre-auction estimate of \$5,000+.

[A half sheet for RKO's 1932 \*The Most Dangerous Game\*](#), one of the most rare and desirable half sheets from the 1930s horror genre, was the subject of spirited bidding before finally finishing the day with a solid \$31,070 price realized, while [a Style B one sheet for Paramount's 1935 \*The Devil is a Woman\*](#), featuring an irresistible Marlene Dietrich dramatically in the arms of one of her Latin lovers (Cesar Romero), brought \$26,290.

Hitchcock fans turned out for [a beautiful one sheet from \*The 39 Steps\*](#) (Gaumont, 1935), an extremely rare poster that has only been offered one other time by Heritage in the 10 years of the Movie Poster category, easily exceeded its \$10,000+ pre-auction estimate to finish at \$17,925.

Further highlights include, but are not limited to:

[This Gun for Hire \(Paramount, 1942\), one sheet](#): Realized: \$17,328.

[The Return of Sherlock Holmes \(Paramount, 1929\), one sheet, Style A](#): Realized: \$16,730.

[Dr. Jekyll and Mr. Hyde \(Paramount, 1931\), window card](#): Realized: \$16,133.

[King Kong \(RKO, 1933\), French grande](#): Realized: \$14,340.

[Breakfast at Tiffany's \(Paramount, 1961\), one sheet](#): Realized: \$13,145.

For more information about future auctions, visit the Heritage website [HERE](#).

## **eMovieposter.com SETS THEIR ALL-TIME RECORD FOR SALES IN A SINGLE YEAR!**

On Sunday 12/11, eMovieposter.com set their all-time record for sales in a single year. As of that date, the sales total currently stands at **\$3,483,361.00**, with **four more** auctions left to go. Every one of those auctions will increase the sales record total by that much more.

The huge successes of the **Halloween auction** (\$225,000+ in sales) and the recent **December 2011 Mini/Major Auction** (\$310,000+ in sales) contributed to the **SHATTERING** of their old record of **\$3,362,657.00**, set last year!

**This new sales record marks:**

- **the 4th consecutive THREE million dollar year (setting a new record each year);**
- **The 9th consecutive TWO million dollar year; and**
- **the 22nd consecutive ONE million dollar year!**

**Bruce and his crew have also sold to over 34,000 people (over 10,000 of whom have registered on their site), and they currently have 7,245 active registered bidders who, as of this writing, have purchased the 11,377 items auctioned this year (so far!).**

**Plus they sold their 100,000 item of the year on Thursday, December 15th** (and if you include all the items that are in the "bulk lots" individually, then they will have auctioned over 150,000 items this year alone. If you count all of the items in the sets of stills and lobby cards individually, then they will have auctioned well over 200,000 items in all!)

## **LOOKING FOR THEIR 1,000th CONSIGNOR**

**Finally, 862 different people have consigned to eMovieposter.com. Bruce has stated that when they get their 1,000th consignor, they will have a random draw of all 1,000 of them, and give that lucky one \$1,000 of retail from the emovieposter.com fixed price movie posters (our choice).**

If **YOU** have never consigned to Bruce, why not send them your first package today (after reading their consignment terms at <http://www.emovieposter.com/learnmore/?page=consign> so your name will be included in that drawing.

**CONGRATULATIONS TO BRUCE, PHIL  
AND THE REST OF THE CREW AT EMOVIEPOSTER**

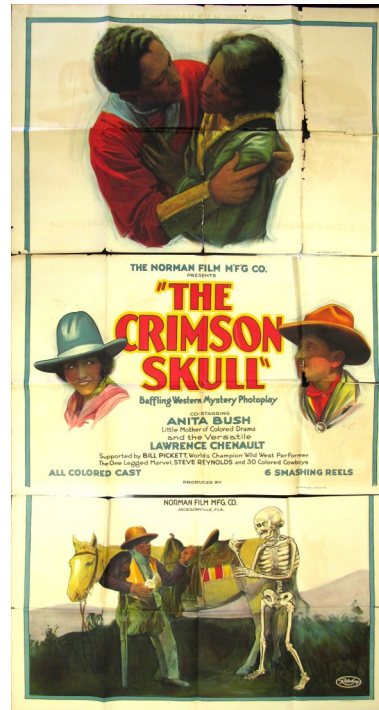
## AROUND THE LAMP

### L'IMAGERIE NOW OFFERING POSTER RESTORATION SERVICES

L'Imagerie Gallery is now offering full poster restoration and linenbacking services along with their great inventory of collectible movie, rock and art posters.

The images on the right show BEFORE and AFTER restoration of the three sheet for **The Crimson Skull**. This is just one example of the excellent restoration services now available.

For more information , contact Debi Jacobson at [L'Imagerie Gallery](http://L'ImagerieGallery.com).



### ILLUSTRATION GALLERY LOOKS AT BLAXPLOITATION

Daniel Levy's excellent and informative blog series is currently featuring a look at the art of the BLAXPLOITATION movies - Big Afros, Big guns, Big mamas.

BLAXPLOITATION: A cinema sub genre symbolizing the Black movie explosion between 1970 and 1976. A true cultural, political, musical and artistic movement with 200 movies produced. A movement which rebelled about the authority (The Man), the cliches of slavery, the racial and social inequality and the internal machismo within the Black community. launched many Black male and female stars: Richard Roundtree, Fred Williamson, Pam Grier, Richard Pryor, Bill Cosby as well as gathering the elite of the Black artistic community like Sidney Poitier, Harry Belafonte and others.

Continue reading the blog [HERE](http://HERE).

### SUSIE'S CORNER OFFERING BOOKS ON ABE BOOKS

As researchers, Ed and I have collected literally hundreds of books on subjects ranging from the movie industry to computer technology. We will be offering many of these for sale on our new [AbeBooks.com store](http://AbeBooks.com). We are just starting to load the items so be sure to check back often.



## THERE'S THAT GCIU UNION LOGO AGAIN THIS TIME ITS ON FRIDAY THE 13th

This seems to be turning into a type of Spotlight article each month to highlight problem areas. So before we begin, we want to remember the phrase from the film **Scarface** -- "Say hello to my little friend." This month we want to focus on a problem area concerning the 1980 Paramount title **Friday the 13th**. (Click [HERE](#) to see all of the **Friday the 13th** posters in our Movie Poster Data Base).



Shown on the left is the one sheet for the U.S. release with the ratings box on the left and the NSS number (800073) on the right, with the title just below it. In the center is the NSS tag and the GAU printers union log.

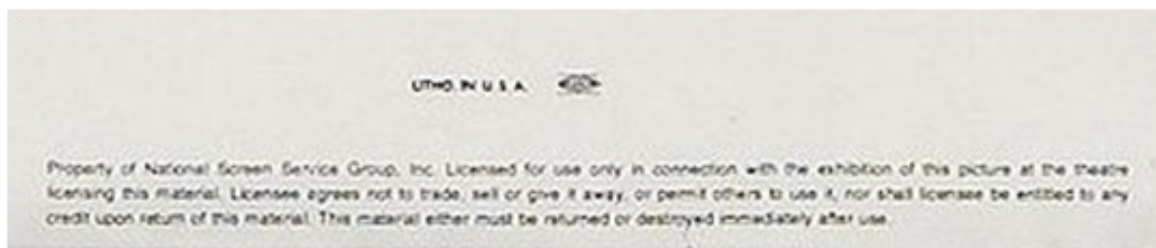
Since the film did better than expected, I'm sure more posters were needed. We found 2 different versions of the poster, both identical except the GAU logo was printed a little higher on one version than the other. We also found a 27x40 reprint of the version with the lower GAU logo and a 27x40 fan club issue with NO union logo or NSS tag.

**Friday the 13th** was so profitable that they immediately released #2 in 1981; #3 in 1982 (rereleased it in 1983); and #4 the Final Chapter in 1984. It made enough money that they decided to revive Jason and make another EIGHT films for a total of 12 **Friday the 13th** films.

So I found it extremely odd that I couldn't find any rereleases ????. Normally when a popular series is distributed, there will be combo releases, or even marathon releases after the 3rd or 4th film. There were in Europe, but I couldn't find any in the U.S.

Well, "our little friend", the GCIU bug, seems to be causing problems again. Back in July, we used our little friend to tell the R1983 version of the **Mad Max** one sheet. It seems that we need to use him again on another popular title that has been overlooked, the 1980 film **Friday the 13th**.

Besides the four versions mentioned above, there is a fifth version that has been circulating through the market. This version is 27x41 and identical to the 2 original posters (even with the NSS number 800073) but it has the GCIU printers union logo instead of the GAU, and quite often issued rolled.



(Continued from page 5)

As we learned from the ***Mad Max*** poster, the GCIU didn't come into existence until July 1, 1983, so this poster HAS to be issued after that time ... but when????? The GCIU was used from 1983 until 2005.

The only thing I have been able to find so far is in 1988 when Paramount released the VHS to the home market (VHS 1395). We have numerous examples of the studios reprinting the original theater poster and using it for the video release. I've been told that when the studios first moved to the video market, they didn't have separate art departments, and it was easier to either modify or simply reprint the theater poster. Warner Bros. did this quite a bit. If this is the case, the plates would be the same, but the printers union would be different ... AND it would be distributed primarily rolled instead of folded.

SO, is it for a rerelease that we haven't been able to find yet, OR for the video release in 1988? We're not sure... YET. But, we'll keep digging until we find out for sure. In the mean time, always be sure to do like the old commercial says, "Look for the union label". LAMP Members, you can refer to the U.S. Printers Union Logo log for a complete breakdown of dates and information.

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## WE'RE TV STARS

Well, we were local TV stars for about three minutes! Promoting our new book, ***Hollywood on the Bayou***, we were asked to appear on the local CBS morning show with popular local host Eric Paulsen. We spoke for about three minutes about the film history of Louisiana. Here's the clip. Please excuse the slight shaking -- I used my camera to tape from the TV screen ...





## HAPPY HOLIDAYS

Here's a holiday wish from our grand-daughter Ashley and her 2nd grade class (Ashley is the pretty blonde in the black & white dress with red sequin belt)



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**facebook**

You can track what's happening daily on LAMP on Facebook. We will update changes on the LAMP site, additions to the Movie Poster Data Base, and post any item that we think is of interest to the

**That's all for this month. If anyone has any movie poster news or announcements, suggestion or comments, please let us know.**

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